



WPTV

ORDER

Print Date 10/16/12

Page 1 of 4

Flight Dates **10/16/12-10/22/12**

Contract / Revision **314746 /**

Original Date / Revision
10/15/12 10/16/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product

Obama for America

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **2051**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	63	\$52,955.00	\$62,300.00	0.00
Totals	63	\$52,955.00	\$62,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	63	\$52,955.00	\$62,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	10/16/12	10/22/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$600.00		0.00			
E 3	WPTV	10/16/12	10/22/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$1,200.00		0.00			
E 4	WPTV	10/16/12	10/22/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00



WPTV

Print Date: 10/16/12

Page 2 of 4

Contract / Revision **314746** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/16/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2051**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WPTV	10/16/12	10/22/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$1,500.00		0.00			
E 5	WPTV	10/16/12	10/22/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$500.00		0.00			
E 6	WPTV	10/16/12	10/22/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$300.00		0.00			
E 7	WPTV	10/16/12	10/22/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$100.00		0.00			
E 8	WPTV	10/16/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$650.00		0.00			
E 9	WPTV	10/16/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$475.00		0.00			
E 10	WPTV	10/16/12	10/22/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$135.00		0.00			
E 11	WPTV	10/16/12	10/22/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	3	\$135.00	P-3	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$135.00		0.00			
E 13	WPTV	10/16/12	10/22/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$850.00		0.00			
E 15	WPTV	10/16/12	10/22/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$475.00		0.00			
E 16	WPTV	10/16/12	10/22/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,600.00		0.00			
E 17	WPTV	10/16/12	10/22/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$1,600.00		0.00			
E 18	WPTV	10/16/12	10/22/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$1,800.00		0.00			



WPTV

Print Date: 10/16/12

Page 3 of 4

Contract / Revision **314746** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/16/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2051**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 18	WPTV	10/16/12	10/22/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$1,800.00	FX	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					3	\$1,800.00		0.00		
E 19	WPTV	10/16/12	10/22/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-----S-					1	\$850.00		0.00		
E 20	WPTV	10/16/12	10/22/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$950.00		0.00		
E 23	WPTV	10/16/12	10/22/12	NBC Monday Prime The voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	M-----					1	\$2,500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
6	WPTV	10/16/12-10/22/12		NBC Monday Prime		8-11p	(8:00 PM-10:00 PM) M-----	:30		(\$2,500.00)		0.00 NM		
See MG 23.7														
[n/a]														
7	NPTV	10/16/12-10/16/12		Tuesday Prime A		8-9p	-T-----	:30		\$2,500.00		0.00 NM		
Ⓜ MG for 23.6 10/22														
E 25	WPTV	10/16/12	10/22/12	Wednesday Prime B law & order: svu	CM	9-10p	--W----	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	--W----					1	\$2,500.00		0.00		
E 26	WPTV	10/16/12	10/22/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	3	\$1,400.00	FX	0.00 NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					3	\$1,400.00		0.00		
E 28	WPTV	10/16/12	10/22/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-----S					1	\$3,500.00		0.00		
E 30	WPTV	10/16/12	10/22/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$3,000.00	FX	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$3,000.00		0.00		
E 31	WPTV	10/16/12	10/22/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	MTWTF--	:30	4	\$100.00	P-3	0.00 NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					4	\$100.00		0.00		
E 32	WPTV	10/16/12	10/22/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	5	\$165.00	P-3	0.00 NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					5	\$165.00		0.00		
N 33	WPTV	10/16/12	10/22/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	3	\$275.00	P-3	0.00 NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					3	\$275.00		0.00		
N 34	WPTV	10/16/12	10/22/12		CM	9-11p	-T-----	:30	1	\$3,000.00	P-1	0.00 NM	1	\$3,000.00



Hiatus Dates

Order Sep 00:30:00

Estimate # **2051**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
				NBC Tuesday Prime													
				Pres Debate #2		(9:00 PM-11:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/16/12	10/22/12	-T-----		1		\$3,000.00		0.00							
N35	WPTV	10/16/12	10/22/12	Thursday Prime A	CM	8-9p	---T---	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00		
				30 rock/up...night													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/16/12	10/22/12	---T---		1		\$1,450.00		0.00							
N36	WPTV	10/16/12	10/22/12	SA 5-6am News	CM	5-6a	-----S-	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00		
				SA 5-6am News		(7:00 PM-8:15 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/16/12	10/22/12	-----S-		1		\$50.00		0.00							
N37	WPTV	10/16/12	10/22/12	Su 1130p-1205a after NEIM		1130p-1205a	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00		
				1130p-12x After NFL													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/16/12	10/22/12	-----S		1		\$600.00		0.00							
Totals														63	\$62,300.00		